



Secretariat Organisational Report
Alex FM Elective Annual General Meeting
26 May 2018
Central Johannesburg College- Alexandra
Ms Pearl Magubane
Mr Isaac Thloloe

Organisational growth

Alex FM has in years grown rapidly and remains the platform of development for the youth in Alexandra and surrounding areas. In 2017 the station rolled out two training workshops which were extended to the community with the aim to absorb young people who are passionate about radio into the station. The Workshops focused on content development, Journalism as well as radio production

The station has been self-sustaining through advertising but now we are putting a new model which will assist in fundraising for the station. We now have a strategic fundraising committee within the station which works closely with the board to attract new business as well as long term partnerships with corporate, government and other entities.

The media Connection, an agency we have been working with for years, approached the station with a proposal to assist us in developing the station. This partnership will look into capacity building (skills development and training), technical support, activations and marketing the station, Talent management, IT support (continuous viruses on RCS play out system PCs) and finding ways to increase audience and station revenue through programme sales, commercial partnerships and eventing (intellectual property events). This partnership is very important to the station.

Alex FM is by far the main source of information, platform of engagement and a content distribution tool in the greater Region E of the city of Johannesburg. We honestly would not have managed to achieve this responsibility without the generous and support as well as the contribution of our local businesses and partners as our main source sustainability and brand visibility. We thank you all for this imperative role is playing in making community radio sector feasible to the public, corporate, government, brands and other entities of interests. We would like to mention Pick n Pay Alex Junxion, Freedom Supermarket, Dilepa Marketing, and The Media Connection, Gauteng office of the Premier, Gauteng Legislature, The City of Johannesburg and many other clients that we work with.

Skills Development, Training and capacity building

Through our strategic partnerships with Lulaway and the Media Connection through MICT SETA we saw a station adopting a Programme that is beneficial to young people from the community who were on voluntary programme at the station. To date we have 15 volunteers from the community of Alexandra who are part of on-going skills development training with stipend. We saw a need to be part of such initiatives as a way of empowering our staff with knowledge and skills so that when they leave for main stream media they are fully equipped with skills (Formal education) experience and expertise. Alex FM prides itself as a station that champions for education and we hope to extend such initiatives to more young people in the community.

The station has partnered yet again with institutions of higher learning as part of our skills development strategy to empower our employees. These institutions are Institute for the Advancement of Journalism, Boston Media House, Damelin and wits radio academy.

Staff compliment

Alex FM has 7 members in management which comprises of the station manager, Programs manager, News Editor, Sales and Marketing Manager, Technical Manager and Production manager.

In programming we have 22 presenters and 6 content producers

In news we have 7 news readers, 7 News Reporters

Sales and Marketing 4 members

Admin and Security office 6 members

Through our partnership with Children Radio foundation, the station is running a youth programme for young people in the community. To date we have a total of 13 young reporters who also produce a weekly teen talk show called Bigger than Life.

Achievements

We are proud to share with you that Alex FM got several nominations in this year's Liberty Radio Awards. The station was nominated as the best community Radio station in the country and coming at number 3. Tshepo Mosima also received a nomination for his show The Mid-Day Cruize, Moribego Madubanya received nomination for best content producer in

community category. Juju Senyatsi received nomination of best content producer as well as for best mid-day show with her co presenter Mmatsatsi Mokoena. The station brought home Best Mid-Day award.

These awards recognise the best of the best in the industry and set a benchmark for all radio stations and professionals to strive towards. We are proud that Alex FM is counted amongst the best of the best in the sector.

We also acknowledge the 11 nomination the station received in year's National Community Radio Awards that took place in Bloemfontein. Alex FM is the second station with highest nominations;

- Timmy T Maranda who received nominations in 3 categories (Best Male Presenter, Best Sports Show and Best Talk show)
- Lebogang Molefe also received 3 nominations (Best Female Presenter, Best Content Producer, and best Documentary)
- Moribego Madubanya (Best documentary and best talk show)
- Mmatsatsi Mokoena (Best educational show)
- Biggger than life – Itumeleng Banda (Best Educational show)

Lebogang managed to bring home Best Content producer Award

Listenership

It is unfortunate that the sector now doesn't have a reliable audience research organization since SAARF was shut down. There is a new one called BRC. Those one are bogus, they can't be trusted. When they released their first RAMS/Audience stats they gave stations that are not even on air listenership. In

Fact during the NCRF National congress in Northwest last year, the delegates passed a resolution that all member station to NCRF must distance them from this new organisation.

As Alex FM, we are working on finding our own way to conduct our own audio research.

Membership

Following a resounding resolution by the community during the Informative Community meeting held on the 27 of January 2018 to adopt the membership as part of fundraising for the station, the board is happy and see this as a stepping stone into the right direction. We would like to acknowledge Alpoa for being the first organisation to pay for the membership.

Thank You.

Pearl Magubane
Alex FM : Secretary